Contents

Management

Avoiding the Content Silo Trap™, Enterprise Content Management
Ann Rockley and Jodee Clore 1

CyberLaw and You: What New Media Communicators Must Know
Christopher Juillet 6

How to Use Six Sigma to Improve Documentation
Lori Beard and Erin Beal Welch 8

Managing the Monster; Managing the Zoo
Daniel E. Wise and Elizabeth Bailey 11

Protect Yourself: Write a Contract
Rich Maggiani 16

Researching Field Support Audiences with Virtual Teams
Kenneth M. Kittle 18

So Near and Yet So Far: Tips for Working With, Managing, or Working as a Remote Resource
George Cassidy and Pete Larson 22

Surviving in a Start-Up: Three Key Elements
Pascale M. Bijoux 25

The Use of Role Profiles and Critical Requirements in Hiring Technical Communicators
Catheryn L. Mason 28

Professional Development/STC-related Sessions

Ashes or Phoenix? Technical Communication or Information Design?
Alison Reynolds 31

Basic Marketing Techniques
Rich Maggiani 36

The Changing Role of the Technical Communicator
Andrea L. Ames 38

A Golden Opportunity—Planning for STC's 50th Anniversary
Georgina C. Cantoni, Ernest D. Mazzatenta, William D. Leavitt, Kenneth J. Cook, Elizabeth Babcock and Marguerite Krupp 40

Happiness is A Good Fit: Personality Typing Tools for Career Management
Rahel Anne Bailie, Liz Babcock, Conni Evans and Emma C. Hamer.....43
How I Leaped Almost Overnight from Traditional Tech Writer to Marcom Guy to Hybrid—in a Tad More Than Four Decades
Larry Gottlieb.....49
Idea Watch: A New Approach for your Professional Development
Heidi Hansen and Jennifer Square.....54
Jobs in Technical Communication: A Research Database
Glenn J. Broadhead, Malcolm Culbertson and G. Scott Gehrs.....58
Life Beyond Computer Documentation
Daniel E. Wise.....62
Marketing Science Through the Media
Patricia Clark McDaniels, Margot Pantalone, Charles Denney, Misty Anderson and Doug Edlund.....66
Marketing Technology in an Information Systems Environment
Cindy Hines Kurfman.....70
Marketing Yourself as a Marketing Writer
Jack Massa.....74
Marketing Yourself as a Technical Communicator
Thea Teich.....78
The Meter is Running: Setting Consulting Rates for Independence
Christopher Juillet.....82
Paper and Electronic Portfolios: Saleskits for Technical Communicators in the Twenty-first Century
Herb J. Smith.....85
Recognizing Creative Ways Employers Use Technical Communicators: The Insight Award
David L. Armbruster, Debbie Groulik, Nancy J. Hoffman, William D. Leavitt and Amy Perry.....87
Responding to a Request for Proposal (RFP)
Rich Maggiani.....89

Working with a Professional Translation Supplier
Jackie Smith 91
Working with Subject Matter Experts: Strategies to Gain Cooperation and Win Respect
Catheryn L. Mason 94
Your Next Job—Creating Your Next Company
Dennis M. McCarthy 99

Theory, Research, Education, and Training

Creating Your First CBT
Linda Wokosin 104
E-learning, Single Sourcing and SCORM
Ann Rockley and Steve Manning 108
E-Resources for Technical Communication
Elizabeth Overman Smith 111
Facilitating Interactivity in an Online Technical Communication Course
Don Latham 114
From Soup to Nuts: Fashioning the Menu for a New Program in Technical Communication
Lori Allen 120
Multicultural Communication: Back to the Basics
Rhonda J. Stanton 123
Needle - Haystack + You: How Undergraduates Search and use the Internet
Caroline M. Stern 127
Putting A College Course Online—A Development Log
Mary Margaret Pringle 132
The TechOWL: A Resource for Technical Communication Students
Henrietta Nickels Shirk 137
Ten Ways to Improve the Business of Online Education
Lynnette R. Porter 143
Training 101: Learn How to Train
Rhonda Bracey 148

Training Techniques for Interns/New Hires in Information Technology
Jim Maggiore 154
What Can We Learn about Web—based Training from Other Fields?
Robert Krull 159
Why Cultural Contexts Are Missing: A Rhetorical Critique of Localization Practices
Huatong Sun 164

Tools & Technology

An End-to-End Multilingual Content Management System
Ludo Vangilbergen 169
Components of E-Commerce
Linda Wokosin 172
Developing a Single-Sourced Online Help System
Keith Vicek, Phil Menzies and Andre Evans 176
Dynamic Content Management
Ann Rockley 182
Introduction to XML for Technical Writers
Steve Manning 188
Selecting a Content-Management System
JoAnn Hackos and Tina Hedlund 192
Single Source Tools: An Integrated Solution
Ann Rockley 194
Single Sourcing: Our First Year
Erin Beal Welch and Lori Beard 196
What Every Technical Communicator Should Know About Metadata
Gwen P. Thomas 199

Usability and Information Design

Accessibility Meets Usability: A Plea for a Paramount and Concurrent User-centered Design Approach to Electronic and Information Technology Accessibility for All
Gloria A. Reece 203
ADA-508 Compliance and Usability Testing Techniques for Accessible Web Pages
Gloria A. Reece 209

Asking for Usernames and Passwords on the Web
Sarah Miller and Caroline Jarrett 211
Design Considerations for Complex Problem-Solving
Michael J. Albers 217
Developing Effective Multimedia for Users
Perthenia Eilers 223
The Effect of Hyperlink Wording on User Performance
Kathryn A. Mobrand and Jan H. Spyridakis 229
From Gobbledygook to Plain English: How a Large State Agency Took on the Bureaucratic Form Letter
Dana Howard Botka 233
Identifying Information Design Heuristics
Rebecca Sukach 239
An Introduction to Embedded Assistance
Andrea L. Ames 244
An Introduction to Interaction Design
Andrea L. Ames 246
Improving Documentation Through Customer Feedback: A Case Study
Erin Heximer and Lisa Wu 248
Information Modeling
Ann Rockley 254
Listening to the Learners: A Case Study in Health Information Website Design
Jennifer Turns and Tracey Wagner 260
Meet the STC Special Needs Committee: Many Stories, One Mission
Dan Voss 265
A Preliminary Report on Two Pilot Readability/Usability Studies
Carolyn Boiarsky 269
A Primer on Using Focus Groups in Technical Communication
Christine Abbott and Philip Eubanks 275

Rolling Assessment: Observing On-Going User Responses to a Next Generation Internet Telemedicine Application Through Successive Stages of Development
Matthew J. Eliot, Tristan Robinson, Robin Maberry, Judith Ramey and Brent Stewart..281

Selecting and Combining Typefaces
Susan G. Miller....286

Usability: A Web Trend for the Future?
Elizabeth Weise Moeller....291

Using Design Elements as Page Organizers
Judith A. Birchman....297

Using Text Organizers
Mary A. Sadowski....302

Visual Mapping: A Multidisciplinary Communication Technique
Tracy D. Hutcheson, Frederick Fusilero, Humberto Gutierrez-Rivas and Kevin M. McBride....305

What Users Want from Electronic Performance Support: Results from Three Waves of Qualitative Data
Robert Krull, Janet Friauf, Angela Eaton and Johel Brown-Grant....311

What We Can Learn About Document Design From A Study of the Visual Convergence of the News Media
Lynne Cooke....315

What you Can't Hear *Can* Hurt You: Overcoming Physical and Emotional Barriers of Hearing Impairment in the Practice of Technical Communication
Lori Gillen....318

Winning With Rapid Development: Incorporating Customer Needs into Fast-Paced Web Design
Deborah Hinderer Sova and Cory Knobel....320

Working to 508: Web Page and Interface Design for Compliance with the Americans with Disabilities Act (ADA)
Gloria A. Reece....326

Writing for Non-Readers
Michela Zanon....336

Writing for the Disadvantaged Reader
Andrew Malcolm 340

Writing and Editing

Conducting Successful SME Interviews
Jennifer Lambe 345
Doc, I've Been Looking at Some Web Sites—So What Should I Believe?
Kris S. Freeman 349
Editing Online Documents: Strategies and Tips
Alysson M. Troffer 351
A Global Style Guide: Working Together Around the World
Jennifer O'Neill 357
How to Prepare a Localization Kit
Sedef Olcer 359
Implementing Single Sourcing in Your Organization
Rebecca Sukach, Robert Kennedy and Marie Devine 362
The Knowledge Editor[SM] Innovative Editorial Solutions to Meet Your Quality Objectives
Mary T. Holland and Kristen Sutton 368
Latino Culture and Health Communication
Kris S. Freeman 372
Localization of Single-Source Content
Adam Jones 375
Maintaining Quality Control in Documentation
Neelam Singh 378
Minimalism
Ben Kauffman 384
Policy and Procedure Communication and the Lone Writer
Susan Mason, Rich Maggiani, Julia Margulies and Ralph E. Robinson 387
Science, Intellectual Property, and the Web
David L. Armbruster, Hillary Hart and John A. Pearce 391

Scientific Writing and Editing: Problems, Pitfalls, and Pratfalls
Elaine R. Firestone 394
Style Sheets: The Abbreviated Answer
Tracy Dalton 398
Surviving the Project from Hell
Dana Utz 402
Who Should Document Organizational Policies & Procedures?
Raymond E. Urgo 406
Writing to the Nines
Angie Morris and Candace Wagner 408

Indexes

Title Index 417
Author Index 421
Subject Index 424